CLAIMS

WHAT IS CLAIMED IS:

1.   A method of tracking a user's interaction with a listing service, the method comprising:

         receiving inquiry data related to an initial inquiry of the user with the listing service;

         creating a lead record using the received inquiry data;

         storing the lead record in a database;

         creating an action record associated with the lead record each time data related to an action to be taken in furtherance of the initial inquiry is received;

         storing the action record in the database; and

         populating an interface accessible by the user with information stored in the lead and action records, and with information related to the initial inquiry received from one or more ancillary services.

2.   The method of claim 1, wherein the listing service is a web site having job postings listed thereon.

3.   The method of claim 1, wherein the listing service is a web site having personal ads listed thereon.

4.   The method of claim 1, wherein the listing service is a web site having real estate postings listed thereon.

5.   The method of claim 1, wherein the listing service is a web site having automobile postings listed thereon.

6.   The method of claim 1, wherein the listing service is a web site having auction items listed thereon.

7.   The method of claim 1, wherein the ancillary service is electronic mail.

8.   The method of claim 1, wherein the ancillary service is an advertising system.

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1   9. The method of claim 1, wherein the ancillary service is a road navigation

2 system.

1   10. The method of claim 1, wherein the ancillary service is a news system.

1   11. The method of claim 1, wherein the step of receiving inquiry data related to an

2 initial inquiry of the user with the listing service further comprises:

3   receiving inquiry data from an application operative on a computing device of

4 the user.

1   12. The method of claim 1, wherein the steps of receiving inquiry data related to

2 an initial inquiry of the user with the listing service and creating a lead record using the received

3 inquiry data further comprise:

4   receiving inquiry data from a user computer at the listing service;

5   capturing the inquiry data at the listing service;

6   making a remote procedure call to access an application programming

7 interface from a listing service to a tracking system operative with programming to generate a

8 lead record;

9   transmitting the inquiry date to the tracking system from the listing service;

10 and

11   creating a lead record using the received inquiry data.

1   13. A method of tracking a user's interaction with a listing service, the method

2 comprising:

3   receiving inquiry data from a user computer at a listing service;

4   capturing the inquiry data at the listing service;

5   making a remote procedure call to access an application programming

6 interface from a listing service to a tracking system operative with programming to generate a

7 lead record;

8   transmitting the inquiry date to the tracking system from the listing service;

9   creating a lead record using the received inquiry data;

10   storing the lead record in a database;

11   creating an action record associated with the lead record each time data related

12   to an action to be taken in furtherance of the initial inquiry is received;

13   storing the action record in the database; and

14   populating an interface accessible by the user with information stored in the

15   lead and action records, and with information related to the initial inquiry received from one or

16   more ancillary services.

1   14. A system for tracking a user's interaction with one or more listing services,

2   the system comprising:

3   a server system accessible via one or more networks by one or more

4   computing devices of a user and capable of communicating with the listing services via one or

5   more of the networks;

6   a database system in communication with the server system;

7   wherein the server system includes programming to receive lead data from the

8   listing services, generate a lead record, and store the lead record in the database system;

9   wherein the serving system further includes programming to generate a user

10   interface accessible to the user that displays a summary of the user's stored lead records;

11   wherein the server system further includes programming to interact with at

12   least one ancillary service system and provide information generated or received into the

13   ancillary service system to the user; and

14   wherein the server system further includes programming to receive action

15   data, generate an action record, store the action record in the database system, and provide

16   information about the action record to the user.

1   15.   A tracking system application for tracking a user's interactions with a

2   listing service, the application comprising:

3   a client-side component operative on a user computer capable of

4   monitoring a user's interaction with the listing service so as to capture inquiry data and

5   electronically communicate the inquiry data via a network;

6   a server-side component operative on a server system capable of

7   communication with the network, the server-side component including programming to:

8   generate a user interface accessible to the user that displays a

9   summary of the user's stored lead records;

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10   interact with at least one ancillary service system and provide

11   information generated or received into the ancillary service system to the user; and

12   receive action data, generate an action record, store the action

13   record in the database system, and provide information about the action record to the user.

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